

REMARKS

The specification has been amended to insert related application data.

Claims 1-14 are pending in this application. Claims 1, 3 and 6 have been amended.

Claims 4 and 14 have been canceled. Independent claim 1 has been amended to include the limitations of dependent claim 4.

Claims 1-3, 5-14 were rejected under 35 USC 103(a) as being unpatentable over Gjendem, B2E Business to Enterprise, PriceWaterHouseCoopers, Jan. 2, 2001, pg. 1-38 ("Gjendem") in view of Kettinger and Teng, Aligning BPR to Strategy: A Framework for Analysis, Long Range Planning, Vol. 31, No. 1, 1998, pg. 93-107 (Kettinger1). Claim 4 was rejected under 35 USC 103(a) as being unpatentable over Gjendem in view of Kettinger1 and further in view of Kettinger and Teng, Business Process Change: A Study of Methodologies, Techniques, and Tools, MIS Quarterly, Vol. 21, No. 1, March 1997, pg. 55-80 (Kettinger2). The Examiner states that Kettinger2 in the analogous art of business process engineering (pg. 63) teaches "BPR toolsets with a repository typically provide graphic interfaces, menus, templates, and data indexing to facilitate collective knowledge sharing and directly translate process requirements into information requirements." Applicants respectfully disagree.

Claim 1, as amended, claims a method for assessing content management within an organization, comprising: using a workbook with an ordered set of templates specially designed for gathering and identifying business critical information across processes and groups within the organization, wherein business critical information comprises information stored in the form of web content, electronic documents, paper documents and digital media and unrecorded information; using a workbook with an ordered set of templates specially designed for gathering and identifying transactions between users within the organization which are associated with the business critical information; using a workbook with an ordered set of templates specially designed for gathering and identifying major value chain processes within the organization for managing the business critical information and their associated transactions; wherein each workbook may be customized for a particular customer, organization, industry and other defined conditions, and used for collecting and

recording unrecorded and recorded knowledge with the organization; analyzing the role and flow of the business critical information and their associated transactions within the major value chain processes across organizational groups within the organization to develop a set of modifications to the major value chain processes for achieving an optimized flow; measuring the flow of the business critical information and their associated transactions through the major value chain processes across the organizational groups within the organization to determine a baseline flow for the business critical information; and modifying the major value chain processes in accordance with the set of developed modifications and measuring the flow of the business critical information and their associated transactions through the modified major value chain processes until the optimized flow has been achieved.

While Kettinger2 may generically teach the use of “templates”, nothing in Kettinger2 teaches or suggests a method for assessing content management within an organization which comprises, in part, “using a workbook with an ordered set of templates specially designed for gathering and identifying business critical information across processes and groups within the organization”. While Kettinger2 may generically teach the use of “templates”, nothing in Kettinger2 teaches or suggests a method for assessing content management within an organization which comprises, in part “using a workbook with an ordered set of templates specially designed for gathering and identifying transactions between users within the organization which are associated with the business critical information”. While Kettinger2 may generically teach the use of “templates”, nothing in Kettinger2 teaches or suggests a method for assessing content management within an organization which comprises, in part, “using a workbook with an ordered set of templates specially designed for gathering and identifying major value chain processes within the organization for managing the business critical information and their associated transactions”. While Kettinger2 may teach “BPR toolsets with a repository”, nothing in Kettinger2 teaches or suggests “wherein each workbook may be customized for a particular customer, organization, industry and other defined conditions, and used for collecting and recording unrecorded and recorded knowledge with the organization”.

Claims 1-3 and 5-13 are believed to be in condition for allowance. No additional fee is believed to be required for this amendment; however, the undersigned Xerox Corporation attorney hereby authorizes the charging of any necessary fees, other than the issue fee, to Xerox Corporation Deposit Account No. 24-0025.

Reconsideration of this application and allowance thereof are earnestly solicited. In the event the Examiner considers a personal contact advantageous to the disposition of this case, the Examiner is requested to call the undersigned Attorney for Applicant, Jeannette Walder.

Respectfully submitted,

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Xerox Corporation
Santa Ana, California
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